

REP HEADLINE# 6261931 TRF# E:120603  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP AUG13/12 12.0  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ACV. NAME POLI/B OBAMA/D/PRE/US  
 AGY # \_\_\_\_\_ AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6261931

CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT OBAMA FOR AMERICA EST#1549 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG4/12 AUG17/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG13/12 12.07

REP: MAKEGOOD  
 SPOTS CANCELED ON LN'S 1,13-14,16-18  
 LN'S 22-25 ADDED  
 TTL SAME \$73,510  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA

*8/13*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	SZ	100P-200P		30		\$425.00	8/6	8/10	0		M-F	0
1	SZ	100P-200P		30		\$425.00	8/13	8/17	4		M-F	4

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1549  
 AGENCY PRODUCT CODE = 101

PROGRAM : DAYS OF OUR LIVES  
 ORD COM1: CANCELED 2X  
 CON COM1: DAYS OF OUR LIVES

FAX# 703-516-9680  
HARRIS REPORT FROM REP AUG13/12 12.0  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13	*		700P-800P	30		\$1,200.00	8/4	8/4	1		SAT	1
13	*		700P-800P	30		\$1,200.00	8/11	8/11	0		SAT	0
PROGRAM : ENTERTAINMENT TONIGHT												
ORD COM1 : CANCELED 1X												
CON COM1 : ENTERTAINMENT TONIGHT												
14	SZ		900A-1000A	30		\$475.00	8/4	8/11	0		SAT	0
PROGRAM : NEWSCHANNEL 8 SATURDAY												
ORD COM1 : CANCELED 2X												
CON COM1 : NEWSCHANNEL 8 SATURDAY												
16	SZ		800A-900A	30		\$700.00	8/5	8/12	0		SUN	0
PROGRAM : SUNDAY TODAY												
ORD COM1 : CANCELED 2X												
CON COM1 : SUNDAY TODAY												
17	SZ		900A-1000A	30		\$475.00	8/5	8/12	0		SUN	0
PROGRAM : NEWSCHANNEL 8 SUNDAY												
ORD COM1 : CANCELED 2X												
CON COM1 : NEWSCHANNEL 8 SUNDAY												
18	SZ		900P-1100P	30		\$4,500.00	8/5	8/12	0		SUN	0
PROGRAM : AMERICAS TALENT												
ORD COM1 : CANCELED 2X												
CON COM1 : AMERICAS TALENT												
22	A		800P-900P	30		\$4,000.00	8/15	8/15	1		WED	1
PROGRAM : AMERICAS GOT TALENT REPEAT												
CON COM1 : AMERICAS GOT TALENT REPEAT												
23	A		900P-1000P	30		\$3,750.00	8/16	8/16	1		THU	1
PROGRAM : SAVING HOPE												
CON COM1 : SAVING HOPE												
24	A		1000P-1100P	30		\$3,800.00	8/16	8/16	1		THU	1
PROGRAM : ROCKCENTER												
CON COM1 : ROCKCENTER												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

25	A		800P-900P	30		\$2,800.00	8/17	8/17	1		FRI	1
PROGRAM : AMERICAS GOT TALENT REPEAT CON COM1: AMERICAS GOT TALENT REPEAT												

AUG/12 73510.00 CONTRACT TOTAL 73510.00  
 TOTAL SPOTS 53

MARKET TOTALS \$411,880 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- AUG/12  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN  
 3050 R ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6261931 CLASS: NATL. LOCAL REGIONAL  
 PRDCT OBAMA FOR AMERICA EST#1549 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG4/12 AUG17/12 WK-2  
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG7/12 13.59

REP: REVISION  
 LN'S 1-5 AND 11 SPOTS MOVED FROM W/O 8/6 TO W/O 8/13  
 SPOTS ON LN'S 19 AND 20 CANCELED  
 LN 21 ADDED AS MG  
 TTL SAME \$73,510  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	ES		100P-200P	30		\$425.00	8/6	8/10	2		M-F	2
1	ES		100P-200P	30		\$425.00	8/13	8/17	4		M-F	4

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1549  
 AGENCY PRODUCT CODE = 101  
 PROGRAM : DAYS OF OUR LIVES  
 CON COM1: DAYS OF OUR LIVES

FAX# 703-516-9680  
AUG7/12 13.59  
HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	ES		1000A-1100A	30		\$200.00	8/6	8/10	0		M-F	0
2	ES		1000A-1100A	30		\$200.00	8/13	8/17	4		M-F	4
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
3	ES		1200N-100P	30		\$275.00	8/6	8/10	0		M-F	0
3	ES		1200N-100P	30		\$275.00	8/13	8/17	2		M-F	2
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
4	ES		200P-300P	30		\$250.00	8/6	8/10	0		M-F	0
4	ES		200P-300P	30		\$250.00	8/13	8/17	6		M-F	6
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
5	ES		400P-500P	30		\$650.00	8/6	8/10	0		M-F	0
5	ES		400P-500P	30		\$650.00	8/13	8/17	4		M-F	4
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
11	ES		730P-800P	30		\$1,850.00	8/6	8/10	0		M-F	0
11	ES		730P-800P	30		\$1,850.00	8/13	8/17	2		M-F	2
PROGRAM : ENTERTAINMENT												
CON COM1 : ENTERTAINMENT												
19	S		800P-1000P	30		15000.00	8/7	8/7	0		TUE	0
PROGRAM : AMERICAS GOT TALENT												
CON COM1 : AMERICAS GOT TALENT												
20	S		900P-1000P	30		15000.00	8/15	8/15	0		WED	0
PROGRAM : AMERICA'S GOT TALENT												
CON COM1 : AMERICA'S GOT TALENT												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

21	A		800P-1000P	30		15000.00	8/14	8/14	2		TUE	2
			PROGRAM : AMERICAS GOT TALENT ORIGINALS CON COM1: AMERICAS GOT TALENT ORIGINALS									

AUG/12 73510.00 CONTRACT TOTAL 73510.00  
 TOTAL SPOTS 60

MARKET TOTALS \$411,880 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE  
 SVC- NSI BOOKS- AUG/12  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

**Barack Obama/ D/ President**  
Submission Number 717 Issue 3

News  
channel  
on your side

8

MeTV

TBO.com  
Tampa Bay Online

WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	73510	Campaign Ref:	E:120803001
Buyer:	..	Client/Product/Estimate:	95 /101 /1549	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/19/12	Weeks:	3	Order Ref:	06261931
Est./PO Number:	06261931	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots		3	3	1275
2	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots		2	2	400
3	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots		1	1	275
4	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots		3	3	750
5	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots		2	2	1300
6	M-Th, Su 430a News MTWT...	02	65	30 Comme	Nbr of Spots	2	2	4	260
7	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	3	3	6	1800
8	M-F 530a News MTWTF..	01	625	30 Comme	Nbr of Spots	1	1	2	1250
Weekly Totals: Total Spots(Ord Spots)					3	12	38	53	
Closed PR						1		1	

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 717 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Barack Obama/ D/ President	Submission Cost:	73510	Campaign Ref:	E:120803001
Buyer:		Client/Product/Estimate:	95 / 101 / 1549	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/19/12	Weeks:	3	Order Ref:	06261931
Est./PO Number:	06261931	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
9	M-F 530p News MTWTF..	03	1000	30 Comme	Nbr of Spots	3	3	6	6000
10	M-F 7a Today Show MTWTF..	01	2000	30 Comme	Nbr of Spots	1	1	2	4000
11	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme	Nbr of Spots		1	1	1850
12	Sat 6p News .....S.	02	900	30 Comme	Nbr of Spots	1	1	2	1800
13	Sat 7p Entertainment Tonight .....S.	02	1200	30 Comme	Nbr of Spots	1		1	1200
14	Sun 6p News .....S	02	1000	30 Comme	Nbr of Spots	1	1	2	2000
15	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots		1	1	425
16	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots		2	2	400
17	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots		1	1	275
18	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots		3	3	750
19	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots		2	2	1300
Weekly Totals:					Total Spots(Ord Spots)	3	12	38	53
Closed PR						1		1	



Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 717 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 73510	Campaign Ref: E:120803001
Buyer: ..	Client/Product/Estimate: 95 /101 /1549	Sales Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/19/12	Weeks: 3	Order Ref: 06261931
Est./PO Number: 06261931	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
20	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme			1	1	1850
21	Tue 8-10p ET / 7p CT Americas Got Talent T.....	01	15000	30 Comme			2	2	30000
22	Wed 8p ET / 7p CT Americas Got Talent ..W....	02	4000	30 Comme			1	1	4000
23	Thu 9p ET / 8p CT Saving Hope ...T...	02	3750	30 Comme			1	1	3750
24	Thu 10p ET / 9p CT Rock Center ...T...	02	3800	30 Comme			1	1	3800
25	Fri 8p ET / 7p CT Americas Got Talent ...F...	04	2800	30 Comme			1	1	2800
Weekly Totals: Total Spots(Ord Spots)					3	12	38	53	
Closed PR						1		1	

Pre-emption Summary					Makegood	Campaign
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Ref
13	Sat 7p Entertainment Tonight	30 Commercial	08/06/12	Closed Pre Emption	1,200.00	E:120803001

Grand Totals

		Month 8 Weeks: 4		
		07/30	08/06	08/13
Totals	Spots	53	12	36
	Cost	73610	8655	61855

Grand Totals: Spots: 53

Gross Total: 73,510.00

Commission: 11,026.50

Net Total: 62,483.50

AUG2/12 17.10  
\*\*\* WFLA-TV \*\*\*

3/2/8

21677-2000

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$200.00	8/6	8/17	2		M-F	4
3			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/6	8/17	1		M-F	2
4			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	8/6	8/17	3		M-F	6
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/6	8/17	2		M-F	4
6			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$65.00	8/6	8/17	2		M-F	4
7			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	8/6	8/17	3		M-F	6
8			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$625.00	8/6	8/17	1		M-F	2
9			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,000.00	8/6	8/17	3		M-F	6
10			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/6	8/17	1		M-F	2

104-1200 7P A

400  
275  
750  
1300  
Mg up 8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			730P-800P	30		\$1,850.00	8/6	8/17	1		M-F	2
			PROGRAM : ENTERTAINMENT									
			CON COM1: ENTERTAINMENT									
12			600P-630P	30		\$900.00	8/4	8/11	1		SAT	2
			PROGRAM : NEWSCHANNEL 8									
			CON COM1: NEWSCHANNEL 8									
13			700P-800P	30		\$1,200.00	8/4	8/11	1		SAT	2
			PROGRAM : ENTERTAINMENT TONIGHT									
			CON COM1: ENTERTAINMENT TONIGHT									
14			900A-1000A	30		\$475.00	8/4	8/11	1		SAT	2
			PROGRAM : NEWSCHANNEL 8 SATURDAY									
			CON COM1: NEWSCHANNEL 8 SATURDAY									
15			600P-630P	30		\$1,000.00	8/5	8/12	1		SUN	2
			PROGRAM : NEWSCHANNEL 8									
			CON COM1: NEWSCHANNEL 8									
16			800A-900A	30		\$700.00	8/5	8/12	1		SUN	2
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
17			900A-1000A	30		\$475.00	8/5	8/12	1		SUN	2
			PROGRAM : NEWSCHANNEL 8 SUNDAY									
			CON COM1: NEWSCHANNEL 8 SUNDAY									
18			900P-1100P	30		\$4,500.00	8/5	8/12	1		SUN	2
			PROGRAM : AMERICAS TALENT									
			CON COM1: AMERICAS TALENT									
19			800P-1000P	30		15000.00	8/7	8/7	1		TUE	1
			PROGRAM : AMERICAS GOT TALENT									
			CON COM1: AMERICAS GOT TALENT									

1850 mg w/p 8/13

3300 out mg 4x w/p 8/6 04 DAY 10A-5P 0700  
 w/p 8/6 1x 10A-5P 0700, w/p 8/13 11A-4P  
 1400

mg w/p 8/6 04 LT 0700 + 1x 04 PM today 7-12A  
 0200

mg due 8/14 8-10P Act  
 Original @ HARRIS

REP HEADLINE# 6261931  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 AUG2/12 17.10  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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20			900P-1000P	30		15000.00	8/15	8/15	1		WED	1
PROGRAM : AMERICA'S GOT TALENT CON COM1: AMERICA'S GOT TALENT												

*Long to 8/14 8-12P*  
*Abt orig*  
*OK*

CONTRACT TOTAL 73510.00  
 TOTAL SPOTS 60

MARKET TOTALS \$411,880 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- AUG/12  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wfscnsln Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 701 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	24160	Campaign Ref:	E:120803001
Buyer:		Client/Product/Estimate:	95 /101 /1549	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/19/12	Weeks:	3	Order Ref:	06261931
Est./PO Number:	06261931	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	24160
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	425	30 Comme	Nbr of Spots		3	3	1275
2	M-F 11a Daytime MTWTF..	200	30 Comme	Nbr of Spots		2	2	400
3	M-F 12p Today Show III MTWTF..	275	30 Comme	Nbr of Spots		1	1	275
4	M-F 2p Rachael Ray MTWTF..	250	30 Comme	Nbr of Spots		3	3	750
5	M-F 4p Dr Oz MTWTF..	650	30 Comme	Nbr of Spots		2	2	1300
6	M-Th, Su 430a News MTWT...	65	30 Comme	Nbr of Spots	2	2	4	260
7	M-F 5a News MTWTF..	300	30 Comme	Nbr of Spots	3	3	6	1800
8	M-F 530a News	625	30	Nbr of Spots	1	1	2	1250
Weekly Totals: Total Spots(Ord Spots)				3	13	22	38	
Open PR					-1		-1	-1200

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 701 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 24,160	<b>Campaign Ref:</b> E:120803001
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1549	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 07/30/12 to 08/19/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06261931
<b>Est./PO Number:</b> 06261931	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
9	M-F 530p News MTWTF..	1000	30 Comme	Nbr of Spots	3	3	6	6000
10	M-F 7a Today Show MTWTF..	2000	30 Comme	Nbr of Spots	1	1	2	4000
11	M-F 730p Entertainment Tonight MTWTF..	1850	30 Comme	Nbr of Spots		1	1	1850
12	Sat 6p News .....S.	900	30 Comme	Nbr of Spots	1	1	2	1800
13	Sat 7p Entertainment Tonight .....S.	1200	30 Comme	Nbr of Spots	1	1	1	1200
14	Sun 6p News .....S	1000	30 Comme	Nbr of Spots	1	1	2	2000
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	3	13	22	38
				<b>Open PR</b>	-1		-1	-1200

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
13	Sat 7p Entertainment Tonight	30 Commercial	08/06/12	Open Pre Emption	1,200.00		00000000000	E:120803001

Grand Totals



		Month 8 Weeks: 4			
		07/30	08/06	08/13	
Spots	Totals	38	3	13	22
Cost		26360	3100	9755	12505

Grand Totals:

Spots:	38
Gross Total:	24,160.00
Commission:	3,624.00
Net Total:	20,536.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Daniel Jester,

being/on behalf of: Barack Obama, a legally

qualified candidate of the Democratic political

party for the office of: President of the United States

in the Primary & General

election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

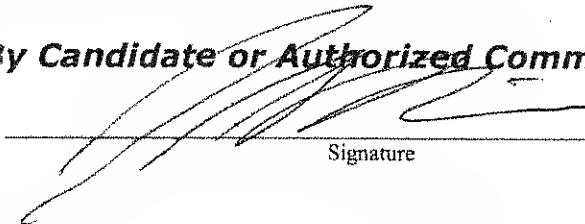
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012  
Date

  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

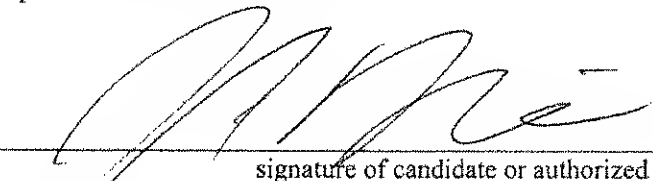
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date